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Keywords: Segmentation-based models, decision trees, feature selection, linear regression, logistic regression, targeted marketing

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Edwin Pednault, Naoki Abe, Bianca Zadrozny
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Recently, there has been increasing interest in the issues of cost-sensitive learning and decision making in a variety of applications of data mining. A number of approaches have been developed that are effective at optimizing cost-sensitive decisions when each decision is considered in isolation. However, the issue of sequential decision making, with the goal of maximizing total benefits accrued over a period of time instead of immediate

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 to the action ff (cf. Rosenschein [24] and **Pednault** [16])The resulting database describes the
 can be done using regression (cf. Waldinger [27]**Pednault** [17]and Reiter [21])to reduce the projection
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 for example or Minimum Description Length as in **Pednault** (1991) for this problem)We found that for
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 intractable. Under the classical framework, **Pednault** [17] provided a happy compromise between the
 In this paper, we combine elements of uwl and **Pednault's** adl, defining sadl: a middle-ground
 1 that combines ideas from uwl with those from **Pednault's** adl [18, 17]Just as adl marked the "middle
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